



ALESSIA CAPASSO

COMMUNICATION SPECIALIST

alessiacapasso.it



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ABOUT ME

Based in Bologna, Italy, I'm a Communication Specialist with almost 15 years of experience. With a background in Visual Design and a specialization in Storytelling, I approach Communication as a craft, blending strategy, visual thinking, and narrative. Currently deepening my focus in the Gaming and Interactive Entertainment space.

EXPERIENCE

2025-

Event Planet Group

Naples/Bologna, Italy

2022-2025

Lai-momo

Bologna, Italy

2019-2022

FAO

Rome, Italy

2018-2022

#CperCultura

Rome, Italy

2018-2019

The Tour Guy

Rome, Italy

2016-2018

Good Design Works LLC.

Kyoto, Japan

2015

Mediateur

Avellino, Italy

Content and graphic designer

Translated complex scientific concepts into engaging storytelling; led social media and mail strategies to build online communities.

Content and graphic designer

Worked on European Commission-funded projects, delivering visual content and managing social media and content strategies.

Communication Specialist

Shaped visual and editorial content for Institutional projects, turning complex data into clear infographics and cohesive storytelling.

Founder and Communication Manager

Managed communication across digital and editorial channels, overseeing content production, team coordination, and events.

Design Coordinator

Managed visual and video content for multi-platform campaigns, ensuring alignment with brand strategies across digital channels.

Content and graphic designer

Oversaw visual content for social media campaigns, newsletters, and promotional materials, supporting PR activities.

Graphic designer

Designed interactive exhibition content, overseeing production and graphic solutions for impact and audience engagement.

EDUCATION

2021

Università LUMSA

Rome, Italy

2016

ABANA

Naples, Italy

Master's Degree in Digital Marketing

Thesis topic: Storytelling in Digital Communication

110 cum laude

Master's Degree in Communication Design

Thesis topic: Advertising and Communication

110 cum laude



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AWARD

2021

Resto al Sud Hackaton

Best Concept Award

Promoted by Onde Alte, Invitalia and Università LUMSA

CERTIFICATIONS

2026

Starting in April 2026

Game Deconstruction

Giano Academy, Rome (Italy)

2026

Starting in May 2026

Communication and Marketing in Video Gaming

MIND Academy, Padua (Italy)

2022

Jan - Feb

Digital Marketing Gamification

24ORE Business School, Milan (Italy)

2019

Advanced English C1

Cambridge Assessment English

SKILLS

Communication

Content creation and editorial planning
Visual storytelling and narrative design
Digital copywriting
Content and audience engagement
Social Media Management
Media Relations & PR

Visual Design

Visual identity development
Infographic and data visualization
Editorial and layout design

Tools

Adobe Creative Cloud
Keynote
Microsoft 365
Figma
Sketch
Canva